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# CITY of FRESNO

AUG - 1 1979

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May 21, 1979

GERALD E. NEWFARMER  
CITY MANAGER

TO: Parties Interested in the Development of  
Regional Shopping Centers

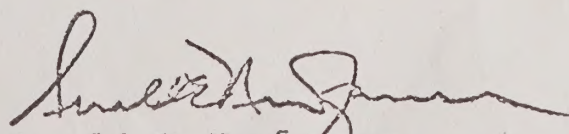
SUBJECT: Request for Proposal for Development of  
Regional Shopping Center

The City of Fresno desires to encourage the immediate development of at least one additional regional shopping center within its boundaries.

Because the development of a regional center will have a significant impact on the entire Fresno metropolitan area, it is essential that the location and effect of such a project be evaluated on a community-wide basis. The usual fragmented development process, involving plan amendments and the issuance of urban growth management, zoning, subdivision, conditional use, site plan, building, and related entitlements, is not well suited to the evaluation, selection, and development of a project of this magnitude.

For this reason, the City has elected to invite proposals from private industry for the design and construction of one or more regional shopping centers within this community. The City will review all such submittals, select the proposal or proposals which best serve the needs and goals of this community, and then expedite the processing of all permits and entitlements necessary to ensure the rapid completion of such development.

Instructions for submitting proposals, and the criteria against which such submittals will be evaluated, are attached to this letter. You are invited to submit a proposal in accordance with these documents.



Gerald E. Newfarmer

Attachments

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SUBMITTAL AND PROCESSING OF  
REGIONAL SHOPPING CENTER PROPOSALS

The City of Fresno will entertain proposals for the development of regional shopping centers within the Fresno Metropolitan Area as follows:

I. Proposals must be filed in twenty copies with the Chief Administrative Officer, City Hall, 2326 Fresno Street, Fresno, California, 93721, on or before 5:00 o'clock p.m., Thursday, June 21, 1979.

II. Proposals should be delivered under sealed cover plainly marked:

"Proposal for Regional Shopping Center"

III. Each proposal shall set forth the full business address and phone number of the developer, and the name, address, and phone number of the principal representative of the developer who should be contacted in reference to the proposal.

IV. It is expected Council will consider the written proposals during the week of July 9, 1979. The City may invite formal presentations to the Council during that week regarding the proposal or proposals found most feasible and desirable.

V. Upon tentative selection by the Council of one or more proposals, the City will negotiate with each selected developer a development agreement guaranteeing all public improvements committed by the developer or otherwise required by law, together with the concomitant approvals or actions to be undertaken by the City in connection with such development.

VI. In the event the developer fails to perform any obligation required under the development agreement, or fails to submit timely and complete documentation required pursuant to the conditions of his proposal, these instructions, or any other commitment associated herewith, the City may reject developer's proposal and select any alternate proposal submitted pursuant to these instructions.



CRITERIA FOR EVALUATION OF  
REGIONAL SHOPPING CENTER PROPOSALS

- I. PURPOSE. The City will review, analyze, and evaluate all proposals for regional shopping centers utilizing the criteria described below. This process of City review is designed to:

(A) Provide the City with complete and detailed information on all potential regional shopping center locations and proposals.

(B) Determine which proposals are the most feasible in terms of location, timing, and overall benefit to, and impact upon, the City.

(C) Implement the goals and policies of the adopted commercial element of the general plan.

(D) Inform the City of all necessary and pertinent data which should be incorporated and considered in the planning and development of any such proposal.

(E) Facilitate the processing of those selected development proposals in a manner which will ensure the maximum savings in time, effort, and funds for the developer.

- II. MANDATORY ELEMENTS. Any proposal to be considered must contain, as a minimum, the following:

(A) The location of the proposed site, identified by assessor's parcel number, street boundaries, or other information sufficient to clearly delineate the boundaries and area thereof.

(B) Name of developer and a statement of the developer's qualifications and experience in developing regional shopping centers.

(C) The date by which the developer will submit evidence acceptable to the City of ownership or control of the total site.

(D) The date by which the developer will submit evidence acceptable to the City of binding commitments from at least three major anchor tenants to locate on such site.

(E) The date by which the developer will submit evidence acceptable to the City of financing commitments for the development of such site.

(F) The manner in which the developer will ensure the timely completion of such development.





(G) The total number of tenants anticipated, a general description of the nature of the anticipated tenants' businesses, and the estimated gross leasable area of each. The developer should also indicate the number of actual commitments he has received, if any, from the anticipated tenants.

(H) A statement of developer regarding any off-site public improvements, related or unrelated to the proposed development, that he is willing to construct in connection therewith; his agreement or willingness to construct additional stores, centers or facilities in other areas of the community; and the nature and extent of his commitment to community involvement programs.

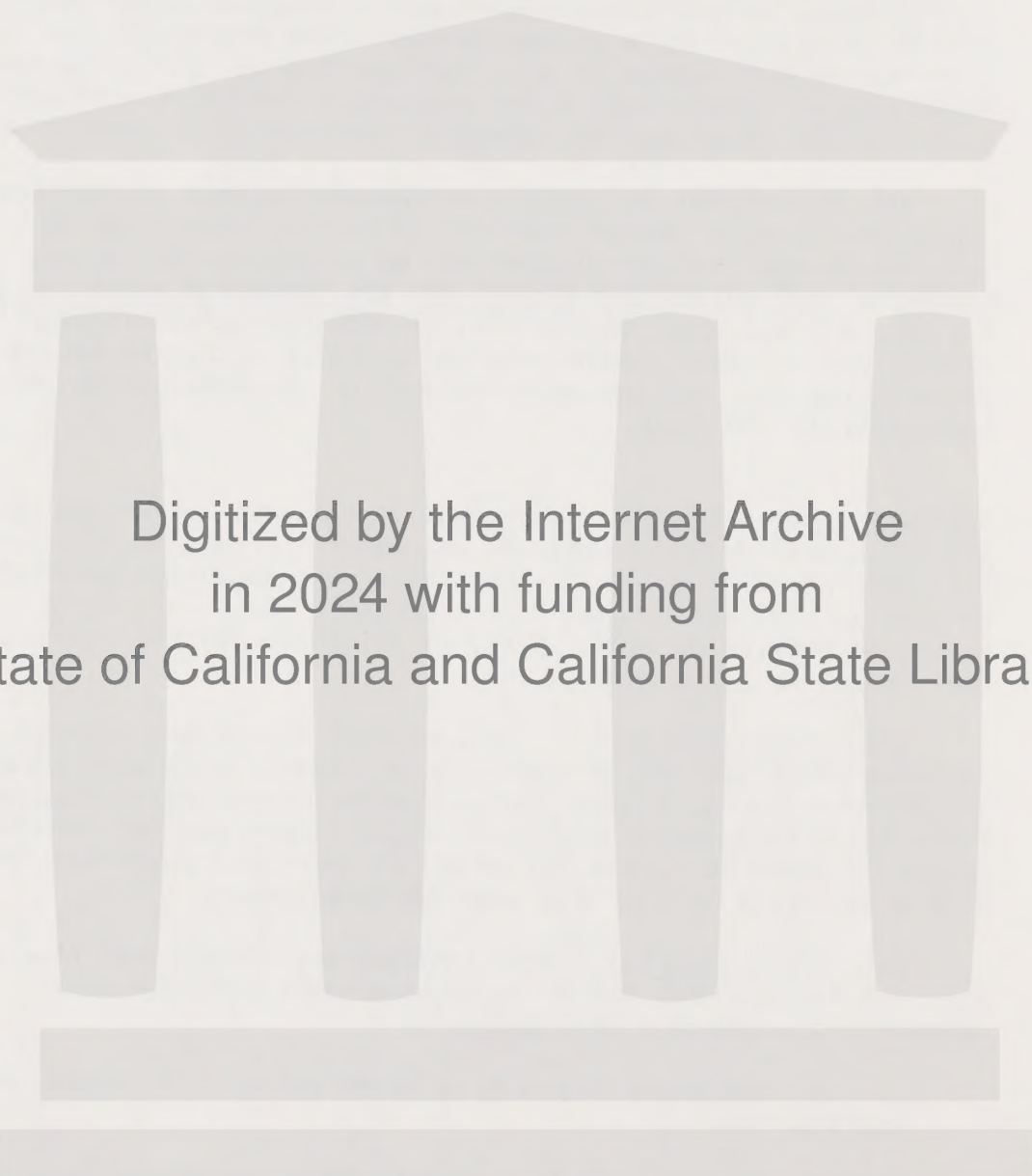
(I) A statement of actions and accommodations the developer would anticipate or expect the City to perform or provide in conjunction with the development of the center, including any condemnation required for street, utility, or other public purpose, any street vacations, relocations, or extensions, any desired regulations or plans controlling the location of future regional shopping centers, and any other form of governmental action to be undertaken by the City.

III. DISCRETIONARY ELEMENTS. City consideration and evaluation of proposals will be based upon the information submitted in accordance with Section II above plus evaluation of the following additional matters as they bear on the site proposed. The developer is therefore invited to submit data, or comments, on these matters as they relate to his proposal:

(A) Market Analysis. The developer may submit a market analysis which contains an appropriate discussion of population, anticipated growth, income, net spendable income, purchasing power, competitive facilities, shoppers' buying habits and preferences, projected trade area, and the number of potential customers living within the trade area of his proposed development.

(B) Site Selection. The developer may demonstrate that the site for his proposal has an acceptable combination of site characteristics such as the following:

1. Compatability with existing general, community or specific plans.
2. Access, including traffic flow and street patterns within the vicinity of the site.
3. Topography and subsoil conditions.
4. Drainage and impact on flood control.



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5. Impact on other uses in the vicinity, including the overall aesthetic impact of the proposal, and its effects on underground water supply and nearby agricultural land, if any.

6. Utilities, energy usages, and the availability and impact upon municipal services, including fire, police, water, and sewer.

(C) Growth Inducing Impacts. The developer may also discuss the extent to which his proposal would result in further growth or urbanization within a ten mile radius of the proposed site, including comment on the positive or negative effects of such growth on the existing community and on adopted City plans or policies.

IV. ADDITIONAL INFORMATION. Developer may submit any additional information, data, or suggestions he deems relevant to the selection of his proposal, bearing in mind that the City will make its selection based on the overall community benefit and the welfare of its citizens.



of C-2 zoned property. A portion of this property (approximately one acre) is developed with a fruit stand, but the balance is undeveloped. It is recommended that the undeveloped portion of this property be rezoned for agricultural use for the reason cited above. It is also recommended that the existing 1.53 acres of C-2 zoning at the southwest corner of this intersection be rezoned to agricultural land use for the same reasons.

Bulter, between Armstrong & Temperance: A four-acre site on the north side of Butler near Dee Ann is currently zoned C-1 (Neighborhood Commercial). This is not an adequate location for a commercial center in terms of accessibility to market area. It is recommended that this site be rezoned to single family residential which would allow the anticipation of a unit planned development concept compatible with the adjacent residential area.

#### Regional Commercial Center Process

A property owner, agent or developer shall submit data on the proposed site related to the following major criteria. Planning staff will review the data on a first priority basis, make findings, and return a report to the City Council. Based on a vote of the Council the proposal may be deemed conforming and accepted for processing.

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#### Major Criteria

1. SIZE
  - The proposal shall include not less than 40 nor more than 70 contiguous acres, which may include the integration of existing commercially developed acreage.
2. LOCATION
  - The proposed site must be three or more miles from the nearest existing or approved regional commercial center and serve a planned population of at least 100,000 within its trade area.
3. ACCESS
  - The site must have direct access to two of the following existing improved transportation routes: arterial, expressway and/or freeway.
4. COMMITMENT
  - The developer shall submit tangible evidence acceptable to the Director of Planning and Inspection, with approval of the City Attorney, committing the initiation of development within 36 months. If development has not been initiated at the end of 36 months, the planning staff would prepare a report and recommendation on the site for the City Council's action.

The following issues will also be analyzed with the formal application for





rezoning in determining the desirability of any regional commercial center proposal. Each of these shall be found to be consistent with the goals and policies of the General Plan and the present level of City service that can be provided at the site before the Planning Commission may recommend and the Council may approve the rezoning for a regional shopping center.

1. GROWTH INDUCING IMPACT

- a. Stimulates planned revitalization
- b. Stimulates planned growth
- c. Induces unplanned growth

2. ENVIRONMENTAL EFFECTS

- a. Underground water supply
- b. Traffic
- c. Location in flood prone area
- d. Impacts on flood control facilities
- e. Energy usage
- f. Availability of fire service
- g. Availability of water service
- h. Availability of sewer service
- i. Air quality
- j. Neighborhood impact
- k. Potential socio-economic impacts
- l. Aesthetic impact
- m. Preservation of agricultural land

Based on the vote of the Council the site could be designated as a regional commercial center in the Roosevelt Community Plan without being processed as an amendment.

This process shall be in effect until the adoption date of the updated FCMA General Plan. That update will fix regional sites throughout the FCMA on a comprehensive planning basis.

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